LEO BURNETT U.S.A.
Ad No. 1149—(ONE PUFF)—Reg. No. 7910Z—1 Page—4 colors—(9⅞ x 11⅛ inches)—Supplement 1981 (A)
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One Puff Says It All.

You taste it on your first draw. You taste it with every puff you take. Extra taste.

That's what you get with MERIT. The cigarette that delivers the taste of leading brands having up to twice the tar.

There's nothing halfway about it. And you can taste it.

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Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

7 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec'81

Nothing halfway about it

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